



Together for the Market **ENGLISH TRANSLATION**

SOFTWARE- In the era of digital economy, the petroleum industry has experienced consolidation in the market, with lots of pressure on margins and an increased demand for all-in-one solutions.

Big oil companies, haulers and retailers need to adapt to the new situation. They need new strategies to better serve their customers.

A few years ago, US-based company PDI started with the plan to become the global leader in enterprise management software for the convenience retail and petroleum wholesale industries. With more than 850 employees worldwide, serving more than 1.500 customers with 200.000 sites in more than 50 countries, they are well on their way.

As a start, between 2016 and 2018, PDI acquired a multitude of software providers. Lomosoft (Germany) was acquired in April 2017. TS EMEA (Austria) joined as part of the acquisition of TouchStar Group (USA) in January 2018. In addition, a total of 8 companies based in the USA and UK have been acquired, including popular names like Intellifuel, DataMax, TelaPoint and FuelsPricing.

PDI listens to their customers and the market needs. They look at the industry and determine the most appropriate solutions. Then they look at the solutions they have in-house, where there are gaps and they determine whether they want to fill those gaps through acquisitions or their own R&D budgets.

Particularly in the field of logistics, customers have high expectations from software solutions. The key here is to invest, since logistics are a complex, costly and resource-intensive part of the value chain with increasing pressure on margins and the need to improve efficiency and always be available 24/7.

From competitors became colleagues

With the acquisitions of the logistics software providers Lomosoft GmbH, Offenbach and TS EMEA GmbH, Vienna, PDI entered the DACH market last year. This is how two former competitors work together today as colleagues.

The acquisition of Lomosoft gave PDI expertise in oil and gas logistics, based on 30 years of experience in the bulk logistics industry with the software WinDMS. As for TS EMEA, their true strength lies in the technology of its mobility solution called TransPac. Both companies continue to serve their customers as part of their existing commitments, while working on the challenging integration process. The Lomosoft office in Offenbach also serves as the PDI headquarters for EMEA.

Jimmy Frangis, PDI CEO, recently said in an interview: "The most important pillar is our team! We are certainly getting good technology solutions, but more importantly, we are getting good employees. They know the industry, the customers and the products and are excellent at serving the customers."

Over the long-term, as PDI further develops its cloud offerings and international presence, the acquired products will converge as global products under the PDI brand with localized features.

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